



WCPO

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## ORDER

Print Date 11/01/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 316131 /

Original Date / Revision  
10/31/12 10/31/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007

Product

OFA Sked A 30s ADD 10.30-11.6

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 2264

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	89	\$66,300.00	\$78,000.00	0.00	10/29/12	11/05/12	89	\$66,300.00	\$78,000.00
Totals	89	\$66,300.00	\$78,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WCPO	10/30/12	11/06/12	M-F 430am News M-F 430am News	CM	430-5a	MTWTF--	:30	4	\$75.00	P-3	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		4				\$75.00		0.00			
		Week: 11/06/12	11/12/12	-----		0				\$0.00		0.00			
E 2	WCPO	10/30/12	11/06/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	3	\$70.00	P-8	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		3				\$70.00		0.00			
		Week: 11/06/12	11/12/12	-----		0				\$0.00		0.00			
E 3	WCPO	10/30/12	11/06/12	M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$125.00	P-8	0.00	NM	4	\$500.00



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Contract / Revision 316131 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product OFA Sked A 30s ADD 10.30 Estimate # 2264

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F GMTS 6-7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$125.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
E 4	WCPO	10/30/12	11/06/12	M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	8	\$400.00	P-3	0.00	NM	8	\$3,200.00
M-F GMA 7-9am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					8	\$400.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
5	WCPO	10/30/12	11/06/12	SA 5-6am	CM	5-6a	-----S-	:30	1	\$50.00	P-8	0.00	NM	1	\$50.00
SA 5-6am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$50.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
6	WCPO	10/30/12	11/06/12	SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
SA GMA 7-8a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$375.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
7	WCPO	10/30/12	11/06/12	SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
SA GMTS 8-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$375.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
8	WCPO	10/30/12	11/06/12	SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
SU GMA 7-8a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$575.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
E 9	WCPO	10/30/12	11/06/12	SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
SU GMTS 8-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$400.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
E 10	WCPO	10/30/12	11/06/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$300.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
E 11	WCPO	10/30/12	11/06/12	M-F 10-11a Right This Min	CM	10-11a	MTWTF--	:30	4	\$100.00	P-8	0.00	NM	3	\$300.00
M-F 10-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WCPO	10/30/12-11/05/12		M-F 10-11a Right This Min		10-11a	MTWThF----	:30		<del>(\$100.00)</del>		0.00	NM		
Credited															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
E 12	WCPO	10/30/12	11/06/12	M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	3	\$1,350.00
M-F 11a-12p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$450.00		0.00			





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Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product OFA Sked A 30s ADD 10.30 Estimate # 2264

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
19	WCPO	10/30/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
20	WCPO	10/30/12	11/06/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S		1				\$1,000.00		0.00			
		Week: 11/06/12	11/12/12	-----		0				\$0.00		0.00			
21	WCPO	10/30/12	11/06/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$600.00		0.00			
		Week: 11/06/12	11/12/12	-----		0				\$0.00		0.00			
22	WCPO	10/30/12	11/06/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$600.00		0.00			
		Week: 11/06/12	11/12/12	-----		0				\$0.00		0.00			
23	WCPO	10/30/12	11/06/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF-S		2				\$900.00		0.00			
		Week: 11/06/12	11/12/12	-----		0				\$0.00		0.00			
E 24	WCPO	10/30/12	11/06/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		4				\$1,500.00		0.00			
		Week: 11/06/12	11/12/12	-----		0				\$0.00		0.00			
E 25	WCPO	10/30/12	11/06/12	M-F 1202-107a Jimmy Ki M-F 1202-107a Jimmy Ki	CM	1202-107a	MTWTF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$250.00		0.00			
		Week: 11/06/12	11/12/12	-----		0				\$0.00		0.00			
26	WCPO	10/30/12	11/06/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	M-----		1				\$6,500.00		0.00			
		Week: 11/06/12	11/12/12	-----		0				\$0.00		0.00			
27	WCPO	10/30/12	11/06/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-T-----		1				\$4,500.00		0.00			
		Week: 11/06/12	11/12/12	-----		0				\$0.00		0.00			
28	WCPO	10/30/12	11/06/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-T-----		1				\$5,000.00		0.00			
		Week: 11/06/12	11/12/12	-----		0				\$0.00		0.00			
E 29	WCPO	10/30/12	11/06/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$5,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	--W----		1				\$5,000.00		0.00			

